You've got MERIT

Sample A. Sample
123 Main St.
Sample, IL 60000

Dear Sample,

Welcome! You're on the road to satisfying flavor at lower tar. Just look for the Merit Lights, Merit Ultra Lights or Merit Ultima, and the rest is easy. Why? Because Merit shows you the way to something no other brand can:

satisfying taste at low, lower and lowest tar

What's more, Merit makes getting there rewarding, too. In fact, you'll discover great taste at any level of low tar is only one of many rewards Merit can offer you.

We call them Merit Awards. The enclosed catalog features 12 new Merit Awards representing the best of local flavors, styles and designs from around the country. Bring home what you like; it's all free just by saving pack UPCs.

It's just one of the many rewards for getting on the road to flavor with Merit. And our way of saying, thanks, you've got Merit!

Sincerely,

Jodi Sansone

Jodi Sansone
MERIT

P.S. Don't miss the valuable coupons attached. And keep your eyes on the road - more Merit opportunities may be coming your way!

2061038996

Manufacturer's Coupon
Expires: January 31, 1997

$2.00 Off A Carton or 4 Packs!

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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